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# **Flagstaff Downtown Parking Management Area Plan**

August 17, 2006

City of Flagstaff Community Investment Division

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## **Introduction**

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### **Overview**

Flagstaff, Arizona has experienced both a downtown Renaissance and growth as a community. An improvement district was formed in the early 1990's as the financing mechanism for streetscape improvements and the construction of Heritage Square, Flagstaff's central community space. This gave the Historic Downtown a much-needed face-lift – with new sidewalks, bump-outs, trees, historic light fixtures, as well as façade and signage improvements. The city's population has grown 9.68% between 2000 and 2005, and growth projections are at 1.5% per year.<sup>1</sup> The Convention and Visitor's Bureau (CVB) reports a 7.7% increase in hotel/motel lodging from 2005 – 2006; the visitor center walk-in count for 2005 was a 20% increase over 2004, a 31% increase over 2003, and an 11% increase over 2002.<sup>2</sup> Flagstaff's downtown is \_\_\_% local business owners, who cater to both tourists and local shoppers. The numerous government, service trade and non-profit employees direct a significant amount of revenue into the downtown retail and restaurant businesses. There are numerous events, shops and restaurants that pull many people downtown. Downtown is presently a vibrant mix of retail shops, restaurants, art galleries, and professional services such as architects and attorneys. Flagstaff City Hall and Coconino County Courthouse anchor the Historic Downtown on the west and east boundaries.

A survey sent out by the City of Flagstaff in March 2006 - [648 surveys were sent out to downtown and Southside businesses and property owners, with 156 respondents] who voted overwhelmingly that managing parking is the number one priority in the downtown area.<sup>3</sup> Working with the downtown business owners and the Downtown Business Alliance (DBA), city staff was given the priority of coming up with solutions to the parking situation downtown – where tourists would drive around for 20 minutes looking for a space, and many local shoppers had given up coming downtown, because they “could never find a space to park”.

The special improvement district in downtown Flagstaff encompassed fifteen square blocks; this report is looking intently at those blocks and the surrounding area, as whatever happens within the core of historic downtown effects these environs as well. *See map, page 5.*

At the urging of the downtown businesses, a Downtown Parking Planning Team was put together in February 2006 by City staff working with downtown business owners, with an

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<sup>1</sup> Arizona Department of Economic Security; <http://www.de.state.az.us>

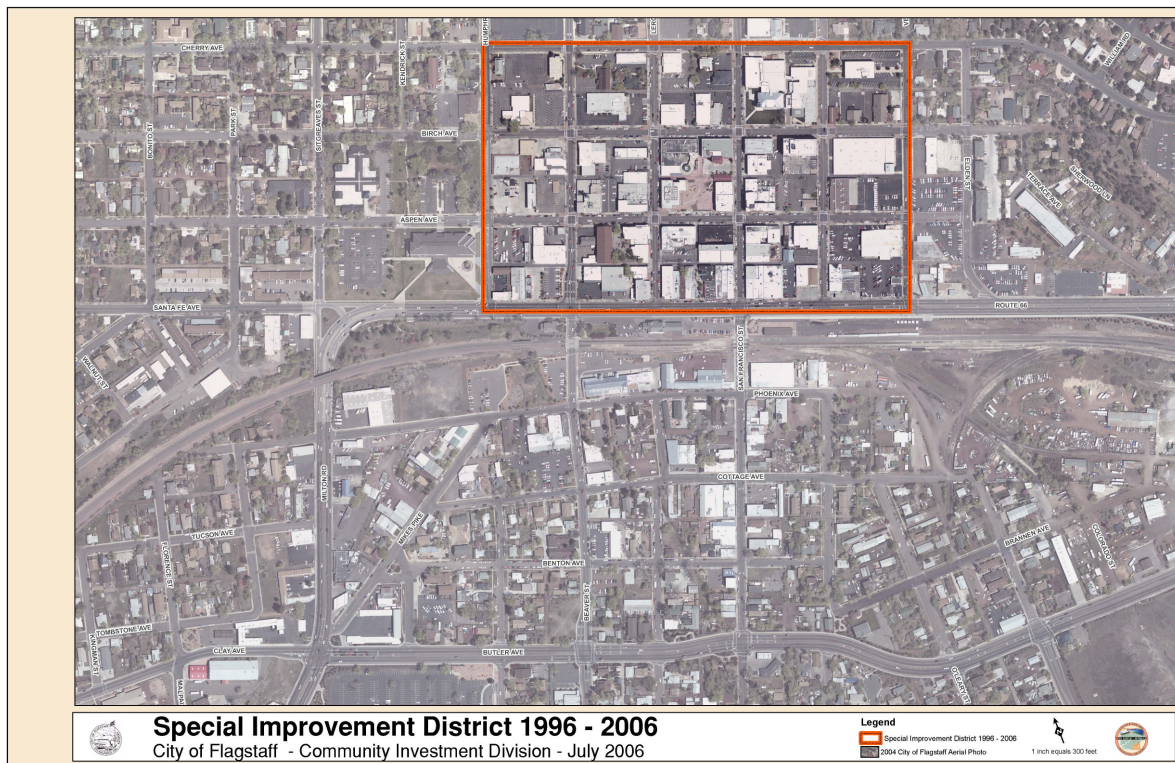
<sup>2</sup> Arizona Lodging Performance 2005 – 2006 – Flagstaff CVB

<sup>3</sup> Appendix 1 – 3/1/06 Survey Questionnaire & results.

advisory team of Northern Arizona Intergovernmental Public Transit Authority (NAIPTA), Coconino County staff, Flagstaff Metropolitan Planning Organization (FMPO), City Court staff and the Flagstaff Police Department to develop an action plan of how to manage downtown parking.

Meeting monthly, with updates at every monthly Downtown Business Alliance meeting, and holding two public forums, the parking planning team is proposing the following plan.

### **Downtown Map**





## **Objectives**

The adopted Downtown Flagstaff Parking Planning Team's mission is to *improve parking options and turnover rate in the downtown district while integrating with the downtown community of employees, Flagstaff residents and visitors.*

## **Past Reports**

1. *1999 Parking Authority Proposal for Flagstaff, Arizona* – by: Clancy Systems International, Inc.
2. 1999 Parking Management Plan Outline, Draft RFP for Services & Legal memo

## **Downtown Flagstaff Parking Management Area Planning Team:**

Bill Miller, owner of Pasto Restaraunt – 19 E. Aspen Avenue - 928-779-1937

Jimmy Craven, owner of Monte Vista Hotel – 100 N. San Francisco Street – 928-779-6971

Khamstone Sirimanivong, owner of The Golden Triangle – 104 East Rt. 66 – 928-213-0071

Robert Luciani, co-owner of The Chair & Trowel – 112 East Route 66 – 928-226-8417

Kimberly Sharp, Redevelopment Program Manager, City of Flagstaff – 928-779-7632

John Danune, owner of Thunder Mountain Traders – 20 E. Route 66 – 928-779-5291

Marc Lamberson, Mountain Sports – 24 N. San Francisco St – 928-226-2885

Rachael Running – Running Studio – 928-774-1665

## **Downtown Flagstaff Parking Management Advisory Group:**

Gerry Craig, Traffic Engineer Manager, City of Flagstaff – 928-779-7629

Jim Tuck, Transit Project Manager, Northern Arizona Intergovernmental Public Transit Authority (NAIPTA) – 928.679.8912

Grace Galloway, current parking enforcement official, Flagstaff Police Department – 928.214.2527

Lt. Chuck Martens, Flagstaff Police Department – 928.556.2211

Lt. Kevin Tread way, Flagstaff Police Department – 928.556.2304

Jody Gilbert, Coconino County Facilities Management Director- 928-226-2707

Chuck Gillick, Arizona Department of Transportation (ADOT) – 928.779.1545

Paul Babbitt

NAU – Will Carlstrom – University Architect

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**Downtown Flagstaff Property owners & residents consulted:**

John VanLandingham

Dave Stilley

Maury Herman

Dave McCormick

Mary Velasco

John Running

**Q&A sessions held with employee groups downtown:**

NACOG – July 12, 2006

Coconino County – August 11, 2006

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## Existing Conditions

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### **Parking Supply** (See fold out map, next page for specific numbers at each area)

North Downtown on street spaces-	376
South Downtown on street spaces-	448
North Downtown off street spaces-	1364
South Downtown off street spaces-	769
Total number of parking spaces	2,957

### **Parking Demand** <sup>4</sup>

*Note here the contribution of downtown employees to the downtown businesses economy. Example: If every week, a downtown employee bought one lunch and one coffee from downtown businesses – they would be spending \$768 / year (x 300 employees = \$132,500). If the average employee bought two lunches and one coffee per week, the contribution from 300 employees = +\$260,000 per year.*

Type of business	# Establishments <sup>5</sup>	Estimated # employees <sup>6</sup>	National ave # of employees <sup>7</sup>
Retail	126	527	4.19
Restaurant	55	990	18
Bar / Club	13	234	18
Service trade	243	2991	12.31
Government/ Non-profit	6	426	71.78
Construction / Contractors	48	390	8.14
Manufacturing	2	78	39
Hotels	10	180	18
Banks	12	125	10.46
Total	515	5,941	

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<sup>4</sup> Downtown survey, taken \_\_\_\_\_

<sup>5</sup> Based on 2005 City Sales Tax records – area 45

<sup>6</sup> Based on number of establishments x national average number of employees

<sup>7</sup> Based on U.S. Department of Labor – Bureau of Labor Statistics: [www.bls.gov/cew/cewbultn02.htm#charts](http://www.bls.gov/cew/cewbultn02.htm#charts)

### **Unused private parking supply**

The number of spaces in private lots that are not utilized on a daily basis gives insight into possible future use – in turn relieving the pressure on downtown on street parking.

*Survey here? Type of information that will be useful at a later date?*

*Challenges: Bank lots are full of all-day parkers that are neither BANK employees nor their customers. Banks do not feel obliged to kick people out, as one may just happen to be a client.*

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### **Arizona State Statutes:**

**ARS § 28-627** – A local authority may regulate the standing or parking of vehicles, appoint peace officers and / or unarmed police aides, who are employed by the police department and who are empowered to commence an action or proceeding before a court or judge for a violation of the local authority's ordinances regulating the standing or parking of vehicles.

**ARS § 28-872** – officer may have a car moved (towed) when in violation

**ARS § 28-885** – officer may issue a parking violation citation

### **City of Flagstaff Code – Parking regulations:**

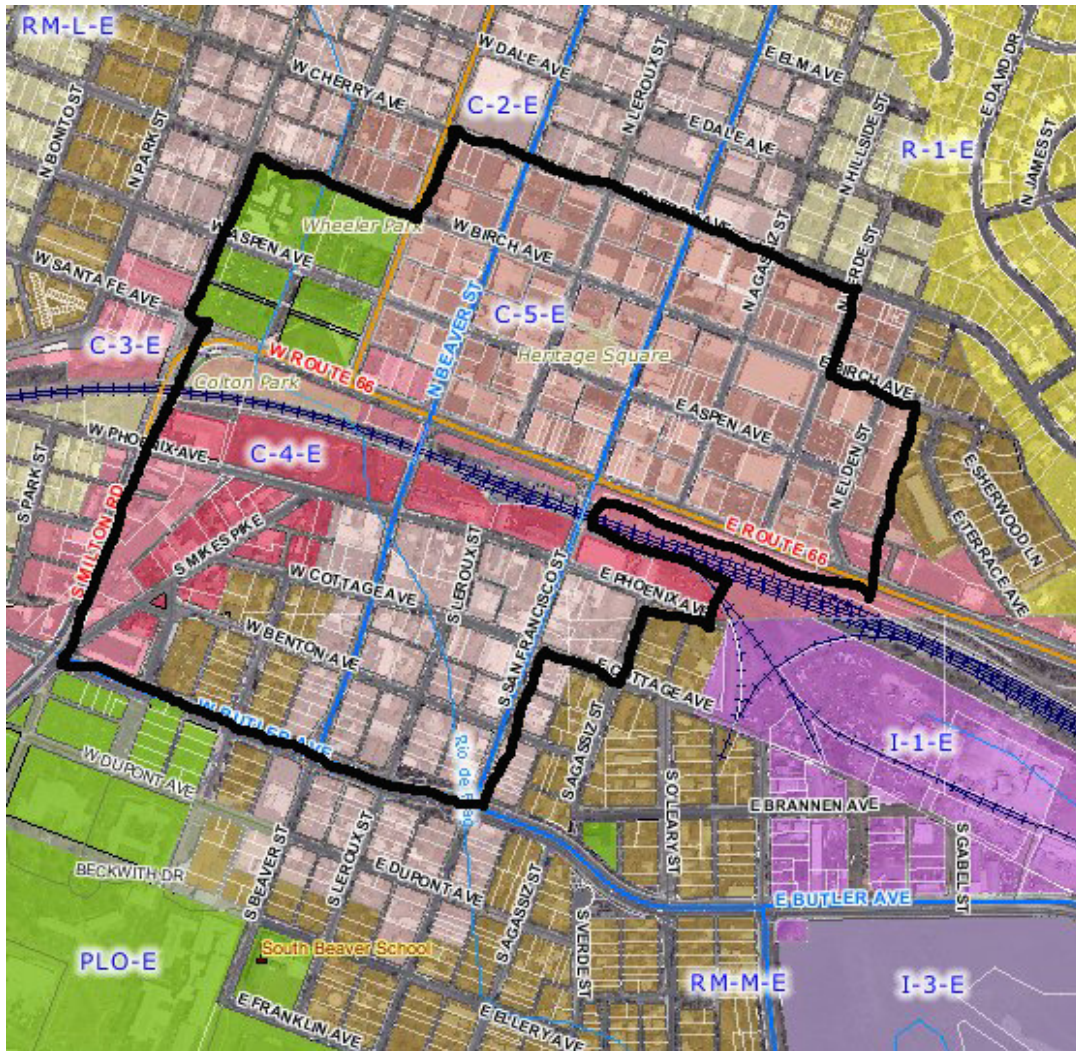
Chapter 10-07: Parking, Loading, And Access & Private Street Requirements

**Parking requirements are by use** (uses below are those found in the downtown area):

<b>Use</b>	<b>Spaces per:</b>	<b>For every:</b>
Single Family	2	Dwelling unit
Multi-family	1.5 / 2 / 3	1 bdrm / 2-3 bdrms / 4+ bdrms
Bank	1 / 5	200 gross sqft / drive-in lane
Convenience Grocery	1 / 1	250 gross sqft / employee
Furniture / appliance store	1	600 gross sqft
Hotel or motel	1 / 1 / 1	Room / (3) employees / (3) persons max.capacity meeting space
Building materials	1	400 sqft customer / 2000 sqft warehouse
Private Club	1	(3) Persons max. capacity
Repair service	1 / 1	300 gross sqft / employee
Restaurant	1 / 1	100 gross sqft / employee
Church	1 (or) 1 / 1	250 gross sqft (or) (4) patrons / employee
Day or Nursery School	1 / 1	Employee / (10) students drop-off
Lodging houses, boarding	1 / 1	Room / owner
Libraries and museums	1 (or) 1 / 1	250 gross sqft (or) (4) seats / employee
Office, general	1	300 gross sqft
Public service use	1 / 1	Employee / company vehicle

### Parking requirements by zoning district:

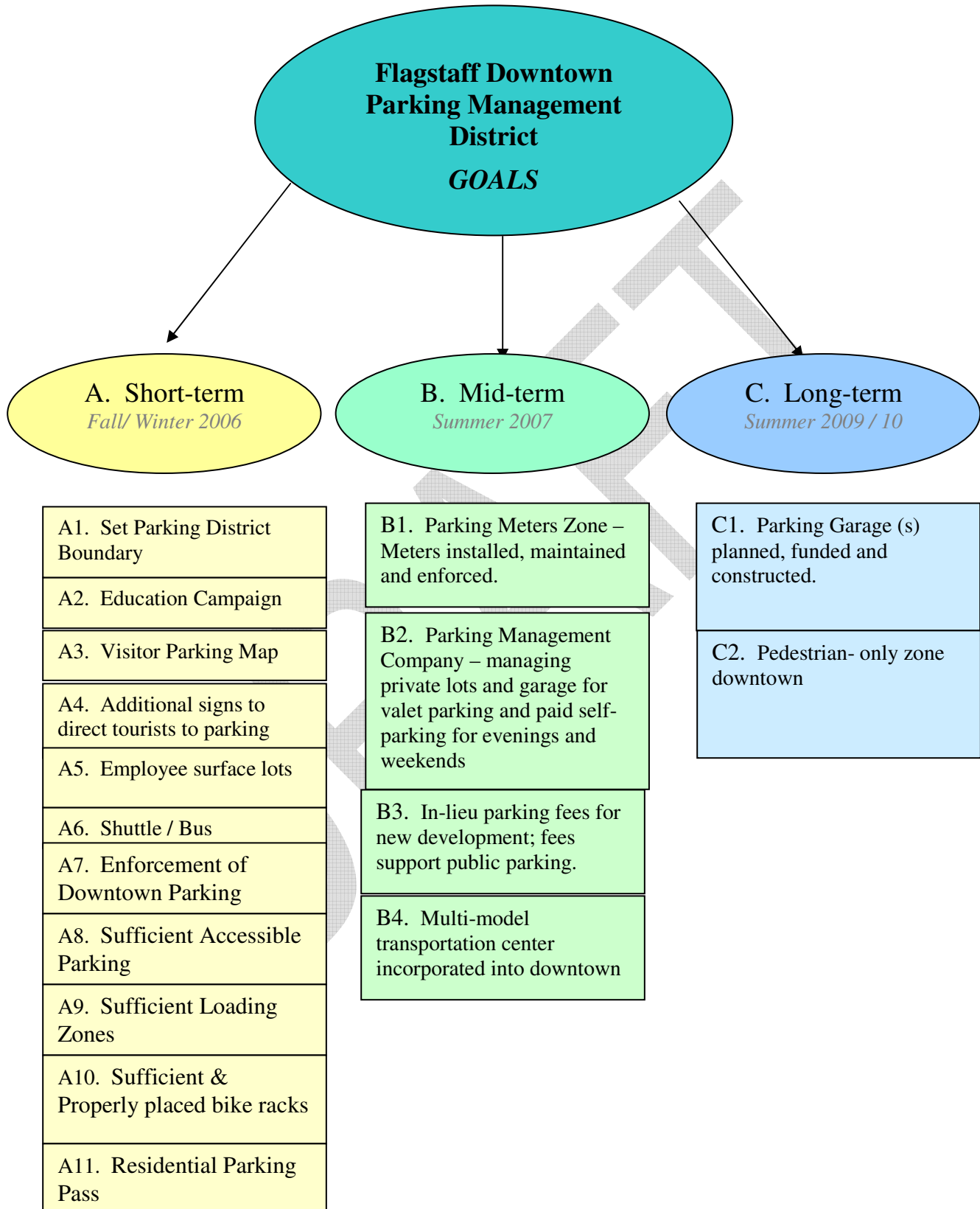
The zoning of the area being considered for a parking management area is as follows:



Zoning	Parking Requirement
R-M-M-E Residential Multi-family	As per Chapter 10-07 of the LDC
C-2-E Community Commercial	As per Chapter 10-07 of the LDC
C-4-E Commercial Service District	As per Chapter 10-07 of the LDC
C-5-E Central Business District	10-02-005-0016.G. <ol style="list-style-type: none"><li>1. An enclosed building addition that results in an increase in the gross floor area of 25% or more.</li><li>2. A new building that is constructed on a previously vacant site</li><li>3. That portion of a new building or addition's gross floor area that exceeds the site's previous existing building's gross floor area, excluding decks and patios.</li></ol>



## Recommendations



## **A. Short Term Goals**

### **A1. Set Parking Area Boundary**

*Whatever happens within the core of historic downtown affects these environs as well.*

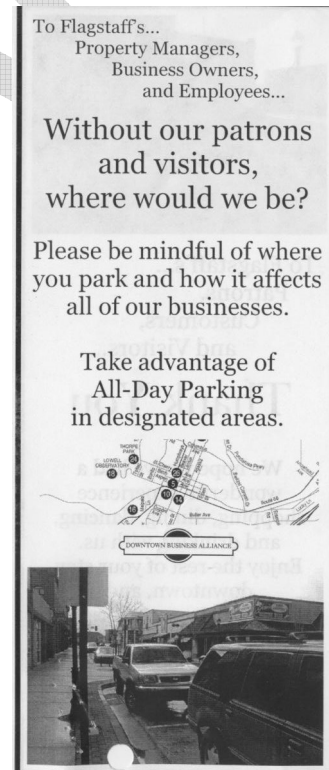
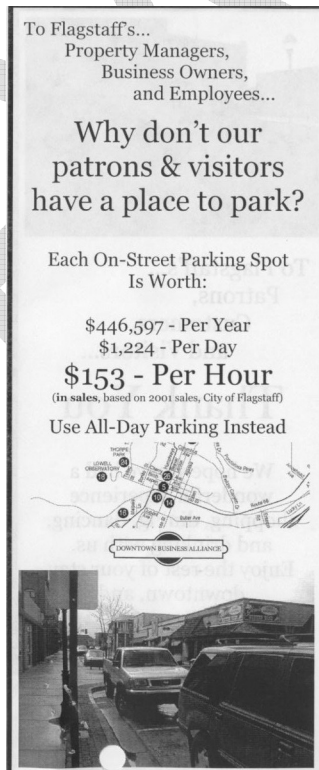
See map page\_\_\_\_\_

WHAT IT MEANS TO BE LOCATED WITHIN THE PARKING DISTRICT BOUNDARY:

- Garage(s) and shared public lots located within this area
- Concentrated public transportation available
- Heightened awareness campaign for public/alternative transportation
- Stepped up enforcement
- In-lieu of parking fees to provide for public parking (see page\_\_\_\_)
- Residential passes needed?

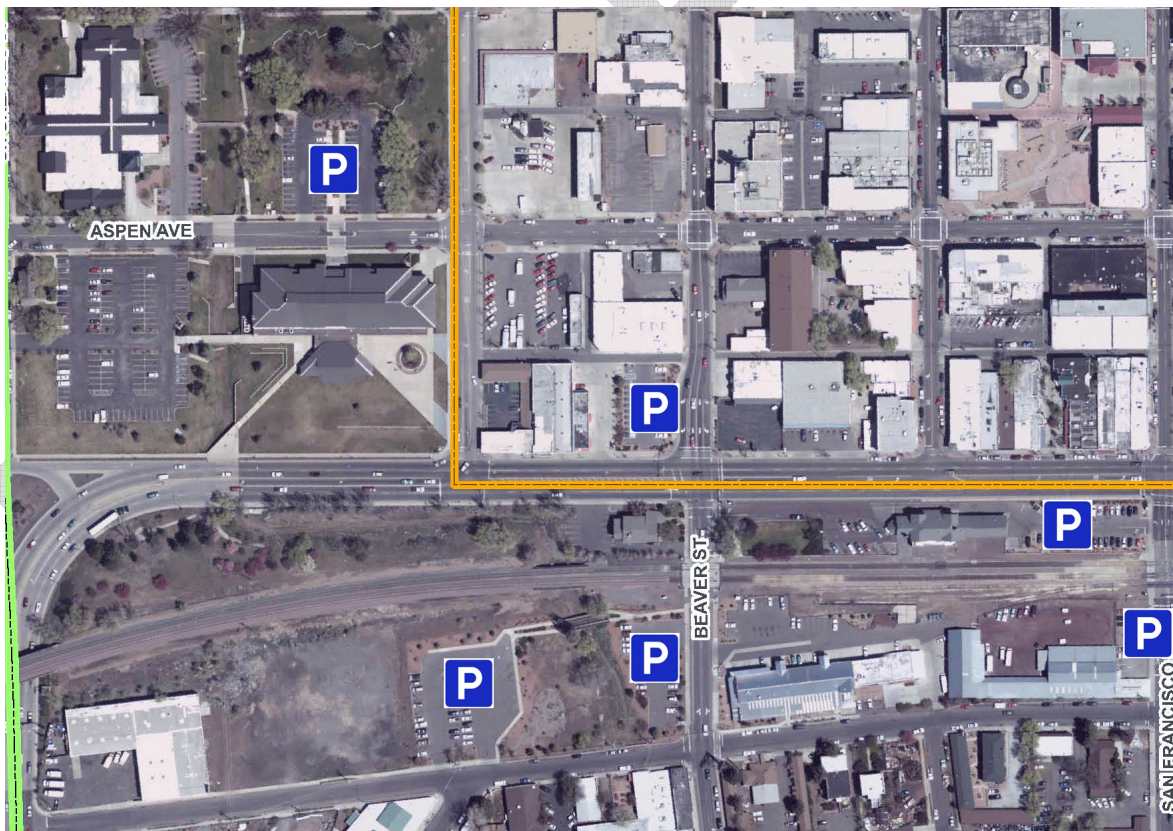
**A2. Education Campaign for downtown employees / employers / property & business owners**

- a. Parking is a commodity, with maintenance and security costs.
- b. Parking for shoppers, diners and tourists must be convenient and easy (if you want to stay in business).
- c. Self-monitoring is encouraged.
- d. See education campaign proposed in 2001 (below)
- e. Suggestion: Develop an education campaign, that includes:
  - i. Postcards to mail/deliver to each business – how much each space in front of their businesses costs / generates revenue/etc. WHERE employee parking is, contact phone number/e-mail/web site for more information or to share concerns.
  - ii. A contingent of business owners that understand that parking is a commodity, which will visit each and every business owner and stress the importance of not parking in front of your business. Emphasize the alternatives – employee lots, biking, walking, etc.
  - iii. Publicity in City Scope magazine (next deadline August 1); Flag Live!



### A3. Parking Visitor Map

- a. The City of Flagstaff has five public parking lots that are free to the public. It needs to be easier for the public to find these lots.
- b. A graphic map of downtown that highlights existing public parking spaces, prices (if any) and hours of operation is needed that can be provided by City, CVB, Chamber of Commerce and downtown business owners to customers. This map needs to be available via Internet, also.
- c. Suggestion: Contract out map design & publishing as brochures to pass out, large maps for downtown kiosks and digital for DBA, City, CVB and Chamber websites.
  - a. Flagstaff Map Company -*Discovery Maps* has submitted a proposal to add the international blue 'P' parking symbol at all public parking lots, as well as a description of available parking and contact information on the back of the map, which currently has a circulation of about 150,000 per year. The company has also proposed to develop a closer scale digital map showing these parking lots that can be displayed on participating websites. Estimated cost for these additions in the 2006 printing \$1005.85
- d. Suggestion: Parking map regularly printed in Flag Live!



### A4. Signage

- a. Inventory of signs for *(photos of existing signage here)*
  - i. Streets
  - ii. Public Parking lots
  - iii. Directional signage on streets for out of town guests

- b. Suggestion: DBA will request additional signs after signage inventory is complete. Gerry Craig, City Traffic Engineer Manager, will review request and install signs as needed.

#### **A5. Employee Surface Lots**

- a. Current allowance for downtown employees / business owners to park:
1. Number of current downtown employees: 5000 +
  2. Number of downtown visitors / shoppers: \_\_\_\_\_
  3. Number of downtown parking spaces: 2,957
- b. Future pedestrian / bicycle connection from Phoenix to Route 66 – *Show Field Paoli downtown plan – FUTZ connection here.*
- b. Suggestion: City to establish three employee-only parking lots - permits required. Lots will be enforced as ‘permit only’ - parking violation citations will apply. A private management company can be utilized to manage these lots, provide insurance, security and maintenance.
1. Employee lot ‘A’ – Phoenix Avenue – 103 spaces
    - i. Option A) Paved & landscaped – Cost: \$85,991; monthly pass \$ 34.50 / month
    - ii. Option B) gravel only – Cost: \$ 27,420; monthly pass \$ 17.50 / month
  2. Employee lot ‘B’ – Lumberyard, San Fran & Phoenix – 40 spaces;
    - iii. Option A) Paved & landscaped & new fence – Cost: \$56,995; monthly pass \$ 47.50/ month
    - iv. Option B) gravel & new fence only – Cost: \$ 27,710; monthly pass \$ 28.50 / month
  3. Employee lot ‘C’ – Cherry / Beaver 77 spaces– Evening & Weekend downtown employee passes
    - Monthly pass \$13 / month.

**\*\* Note:** the above costs are for maintenance, security (lights and some patrol) and insurance, four-year payback on improvements. The costs JUST cover the costs – there is no profit here. If a management company would run these lots (leasing the lots from the City of Flagstaff), the number will be higher. If the City of Flagstaff can pay for the improvements and let the management company cover their costs, the monthly costs may be similar as above. The current 06/07-budget does not have city funds for the above improvements. It would have to be with the 07/08-budget cycle, or with grants applied for.

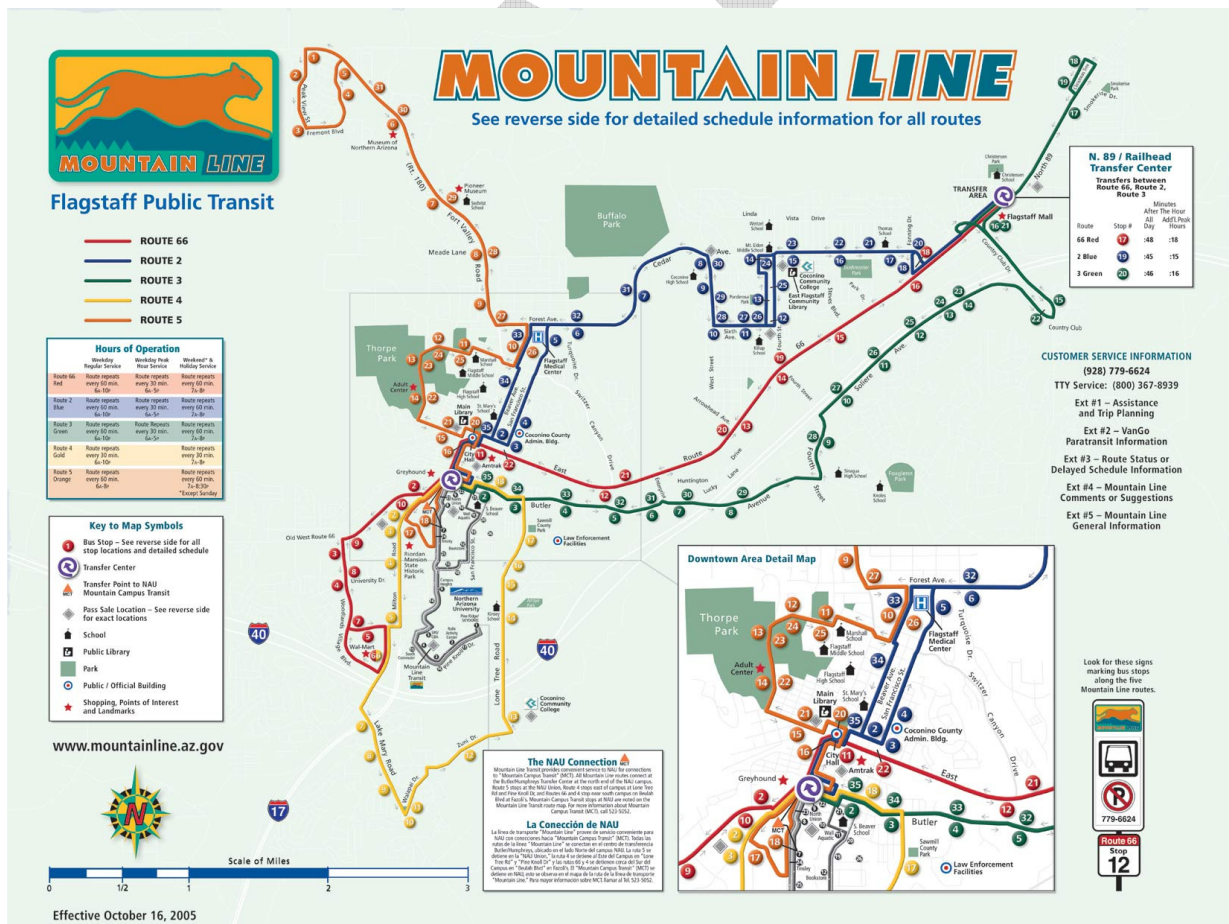
- b. Suggestion: Spaces set aside for JURORS in one of the employee lots and County runs a shuttle to court?
- c. Suggestion: Reduction in monthly parking permit with shopping downtown ‘passes’. (Example – if a monthly parking pass costs \$40 per month, and you shop 10 times downtown in that month – each business will stamp your pass – you get \$10 off your next month’s parking permit).
- d. Suggestion: Safe employee lot pedestrian crossing and walkways to work, especially noted at San Francisco to Cherry and Cherry to Agassiz.



## **A6. Park & Ride**

a. Current bus route allows for easy access to downtown, riders to stow bicycles on the front of the bus, and has monthly / yearly passes:

- Northern Arizona Intergovernmental Public Transit Authority (NAIPTA) will continue to work with NAU to propose an afternoon / evening shuttle for NAU/ Downtown minimum.
- Suggestion: Employers provide free bus passes to employee? City currently provides free pass to all city employees.
- Suggestion: Mountain line offers reduced monthly passes to downtown employers?
- Suggestion: Safety shuttle takes employees from downtown to employee lots Thursday – Saturday nights, 10 p.m. – 3 a.m.
- Suggestion: Trolley (summer especially) that runs a downtown, Sawmill, & Northern Arizona Museum route.
- Suggestion: Mountain Bike Rickshaws – downtown, conference center and Sawmill.



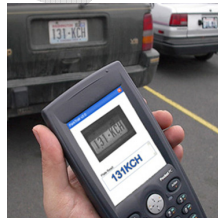


## **A7. Enforcement of existing downtown parking regulations.**

*“The key to an effective parking enforcement program is attitude, consistency and fairness”.*

Existing enforcement:

- All police officers carry parking citations and are encouraged to use them, especially for loading zone, fire zone, snow removal and handicap space violations. The downtown beat officer, whose shift runs from 9 a.m. – 3 a.m. seven days per week, also carries parking citations and is encouraged to use them. The Police Department has one dedicated staff that focuses solely on parking enforcement, and 50-70% of her time is dedicated to downtown.
- City Court reports that about 60% of parking violators pay their ticket fines. Approximately 40% never pay, even with notice letters & collection agency letters. The court system is now moving to reporting non-payments (after much notification) to the violator’s credit report and booting cars with multiple violations.
- i. Suggestion: Incorporation of advanced technology, such as hand-held enforcement and inventory computers, would provide efficiency and vital on-the-street information to all officers and parking enforcement officials. Any new hardware (hand held ticketing devices) and software will be most effective if it is integrated into the current Intergraph software used by the Police Department, and can piggyback on the City's wireless system. There are many types of Hand-Held Enforcement and Inventory Computers (14 companies represented here): <http://www.parking.org/bgguide/main.asp?cat=31>;
  - Two options to consider for a proposed hand-held ticketing device for current Parking Enforcement Official(s) would be:
    - A) Personal Digital Assistant (PDA) with the current boot list & ticket writer that can download the daily violation ticket information into the Police Department computer system at the end of the day. Suggested system:
      - i. Cost \$ \_\_\_\_\_
      - ii. From budget of \_\_\_\_\_
    - B) PDA with larger database for tiered-ticket pricing and integrated into current Intergraph Public Safety (IPS) software. Suggested system:
      - i. Cost \$ \_\_\_\_\_
      - ii. From budget of \_\_\_\_\_



- ii. Suggestion: Business owners can call in the current dispatch number (928.774.1414), which will have an additional option to directly call the Parking Enforcement Official in the field, as community “eyes on the street” provides violation information.
- iii. Suggestion: Additional parking enforcement official hired:
  - 1. Cost: full-time - \$45,000; part-time - \$22,500
  - 2. Pay for this with
    - a. Next year’s budget process **OR**
    - b. increased parking violation ticket revenues (see table below)

- iv. Suggestion: Tiered ticket pricing: *Show other communities with this type of incremental parking violation fines here.*
- a. First time offense = \$17
  - b. Second time offense = \$34
  - c. Third time offense = \$68

*Review incremental parking violation fees for other similar communities / other communities in Arizona.*

*Example of Fort Collins, CO – First ticket – Warning*

*Second ticket - \$10*

*Third ticket - \$25*

*Fourth ticket - \$50*

*\*180 day rolling time period – i.e. every 6 months, parking enforcement starts over.*

Estimate of revenue increase for incremental parking violation fees for Flagstaff, AZ:

Average citations per day downtown (M-F)	15
Average daily second time offenders: 3	
\$17 increase to 34 = \$17 – 44%(7.48) = 9.52 x 3 = \$28.56 daily x 260 days = 7,425	
Average daily third time offenders: 1	
\$17 increase to 68 = \$51 – 44% (22.44) = \$28.56 daily x 260 days = 7,425	
Potential yearly increase into General Funds –	\$ 14,851 * 50% (of people who will pay) = \$7,425.

- v. Suggestion: Change current City Code (Title 9) of being allowed to move within 300' to not being allowed to move within the downtown-parking boundary. *See Boundary Map, page \_\_\_\_.*
- vi. Suggestion: Jurors have set aside spaces in city employee lots, and the County runs a shuttle to transport them to the courthouse, such as a 15-passanger van.

#### **A8. Sufficient Accessible Parking**

*See map next page of existing accessible parking spaces*

- Suggestion: One HC space per block / one per every other block? Work with Disability Awareness Committee and Bicycle and Pedestrian Committee on this issue.

#### **A9. Sufficient Loading Zones**

*See map next page of existing loading zones*

- [Suggestion:](#) One 15 / 30 minute loading zone space per block / one per every other block?

#### **A10. Sufficient and Properly placed bike racks**

To encourage downtown employees and visitors to bike and walk more, there needs to be adequate safe bike storage.

*See map next page of existing bike rack locations*

#### **A11. Residential Parking Pass**

Needed for:

2. Employees looking for all day parking will affect residential areas in outlying downtown historic neighborhoods.
3. Residents who live downtown need passes or spaces to park, but this must still be fair to those who work downtown.

## **Mid Term Goals**

### **B1. Parking Meter Zone**

- a. Parking meters were taken out of downtown Flagstaff in 1975.
- b. Current situation – two hour parking limits (not really enforced as perceived by most downtown business owners); parking spaces taken up by business owners and employee; very difficult for locals and tourists to park downtown.
- c. Suggestion: Three-hour time limit [with parking meters].
- d. Suggestion: One-meter on each side of a block, solar powered parking meters (kiosks) for the blocks enclosed by Route 66 on the south, Beaver Street on the west, Cherry Street on the north, and Agassiz on the east (9 square blocks).
  - i. Parking Meters will:
    1. Free up street parking for shoppers & visitors
    2. Provide a **revenue stream** for downtown enhancements:

### **Downtown Flagstaff Parking Meters – Cost / Revenue Estimates**

Initial cost for 302 street spaces:		
Number of meters – one / two per block	50	
Cost of meters	\$ 9,000 per meter	
Cost to purchase 50 meters – <i>City purchases</i>		<u>\$ 453,000</u>
<u>Presumed yearly costs</u>		
Two- year pay-back to City	\$ 226,500. / Year	
Maintenance / Collections	\$ 75,000	
Enforcement – (3) officials 7 days, 7 a. – 7 p.	\$ 143,000	
<b>Yearly Costs Total (for two years – then debt service is done)</b>		<b><u>\$ 444,500</u></b>
Gross revenue – 7 days / 12 hours per day / 60% occupancy - \$1 per hour	\$782,784	
Admin Costs (10% of gross revenues)	\$ 78,278	
<b>Potential net Revenue per year for downtown</b>		<b><u>\$ 260,006</u></b>

Meter revenue allocations will go through the City Council budget approval process. City staff suggests that 100% of the net revenues are re-invested into downtown. City Council would appoint a Downtown Commission that would consist of seven business and property owners having a vested interest in this reinvestment.

*Survey of downtown business / property owners as to how they would allocate \$300,000 yearly here.*

A look at other communities that installed one-per block parking meters in the past five-ten years with success stories:

1. Aspen, Colorado
2. Cherry Creek North, Denver, Colorado
3. Telluride, Colorado
4. Seattle, WA

A look at other communities that installed one-per space parking meters in the past five-ten years with success stories:

1. Santa Fe, NM
2. Old Pasadena, CA

A look at other communities that parking meters (any kind) in the past five-ten years without success stories: *This is a good question to ask the parking consultant*

1. Wheaton, Ill.
2. Albuquerque, NM?



Parkeon meter in Seattle, WA



Parking display ticket

## **B2. Parking Management Company –**

Underutilized private parking lots could be secured for day and evening use; private company management would provide maintenance, insurance and security. These lots could be secured through a lease arrangement, or a portion of the revenue arrangement.

- ii. Suggestion: With downtown business and property owners, tally all lots viable for this potential arrangement. Through the Downtown Business Alliance, or other such collective group, send out a Request for Proposals from parking management companies to send their proposals. Each private property owner would have to work out their own arrangements with the parking management company, but if one company was managing a collective of lots, they could provide more service and security. Suggested rate: \$4-5 to park for the day or for the evening.
- iii. Suggestion: A collective group of businesses pool for valet service. The city has designated two valet spaces along Aspen Avenue to use during high tourist season, and the valet company has secured parking spaces for their vehicles. As more establishments make this service available, it will become a reasonable way to give visitors or local shoppers an option they are willing to pay for. Current cost for valet parking \$5 per car. One eating establishment reimburses their patrons for this service.

## **B3. In-lieu parking fees for new development**

### **AZ State Legislation –**

The theory of this zoning requirement would be to give developers the option to pay a fee in lieu of providing the required parking spaces on-site. The city then uses the revenue to provide public parking spaces (a public garage) to replace the private parking spaces the developers would otherwise have provided. The following benefits of this practice is summarized from The High Cost of Free Parking, Donald Shoup, American Planning Association, 2005, p. 231-232

- 1. Flexibility for developers, an option if providing all the required parking spaces on-site would be too difficult or too expensive.
- 2. Shared Parking could be built with these fees to share among different sites whose peak parking demands occur at different times (a bank and a bar, for example).
- 3. Park once – when all businesses have individual parking lots, they want only their own customers to park there. Shared parking allows drivers to park once and visit multiple places on foot.
- 4. Historic Preservation is more compatible with in-lieu of fees; when historic structures are not torn down to provide flat on-site parking. To replace a historic area of town with a compatible garage to be shared by all is good urban design.



5. Consolidation – the number of required spaces may be met by say four or five businesses in one space, lot or garage. Consolidating scattered parking spaces assists’ infill development, improves urban design and encourages conversion of parking lots to higher and better uses.
6. Fewer variances are necessary with in-lieu of fees, allowing the city to create a level playing field for all developers.

What is the in-lieu of fee – how is the cost set?

- A uniform in-lieu of fee can be calculated by estimated cost per space (for both land and construction) to build a public parking structure near by minus the expected revenue from the charges for parking in the structure. Thus, as of July 2006, it’s costing \$\_\_\_\_\_ per space to building a parking garage on the NAU campus. After revenue calculated into the charge of parking there, it leaves a cost of \$\_\_\_\_\_ per space.
- Phoenix currently charges \$\_\_\_\_\_ per space in-lieu of fees.

The per-space fee is uniform for the city and set ahead of time so that developers can decide early in the development process whether to provide the parking or pay the fee, or a ratio of both.

Potential in-lieu of fee collection to be used towards building a parking structure			
Year	No. of building permits that applied for variances in parking requirements	No. of spaces that were waved	Fee would have been
2003			
2004			
2006			
Total savings towards a parking structure.			

Research:

In-lieu of fees in other similar communities:

- Phoenix, AZ
- Prescott, AZ
- Durango, CO
- Boulder, CO
- Sedona, AZ – as a development agreement

- i. Suggestion: Change the zoning to option in-lieu of fees for development within the downtown boundary. Fee to be set at \$\_\_\_\_\_ per space. The fee will be re-evaluated once per year.
- ii. Suggestion: In-lieu of fee is designated to a public parking structure account. This account will be used within a five-year time frame for a public parking structure.

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## Long Term Goals

### C1. Parking Garage (s)

Examples:

#### Prescott, AZ

- 5-story, 503 spaces
- \$ 7.4 million construction costs, paid by City of Prescott
- Free public parking
- Charge for special events (normally \$5)
- Monthly passes for employees - \$45/month



#### Santa Fe, NM<sup>8</sup>

*"The mission of the City of Santa Fe Parking Operations is to provide efficient operation and an adequate supply of affordable parking distributed within the Business Capitol District (BCD) and Arts and Crafts/Residential Arts and Crafts Districts (AC/RAC) in order to serve the parking needs of the community."*

- *"Goals of providing improved parking services and making parking functions financially self-sufficient without any subsidy from the City's General Fund.... The Parking Enterprise Fund provides a unified funding category dedicated to the delivery, improvement and expansion of municipal parking facilities and services."*
- Sandoval Parking Garage – 400 spaces; public restrooms available. (6 parking lots also available; \$ to park)
- Parking fees: \$ 0.60 Per ½ hour/per; \$ 6.00 Max/same day
- Security: City Parking Operations has contracted with a private security firm to provided uniformed security at all municipal parking lots. Security personnel are on duty 7 days a week. Parking Enforcement Officers and the Santa Fe Police Department patrol our parking facilities as well, Monday through Sunday.



<sup>8</sup> <http://www.santafenm.gov/public-works/parking/index.asp>

## Boulder, CO<sup>9</sup>

- Five Downtown Parking garages – parking passes cost \$234/Qtr = \$78/month; Public fees are 1-3 hours \$1/hr; each additional hour after 3 hours - \$2/hr. Free on Saturday and Sunday
- Three downtown lots – passes cost \$141/Qtr = \$47/month



## b. Pasadena Old Town, CA

“There are more than 7800 parking spaces offered in public and private garages located throughout Old Pasadena. The first ninety minutes are free at City-owned garages in Old Pasadena. Parking cost begins at \$2 per hour, up to \$6 daily maximum. Parking is also available at hundreds of curbside on-street metered parking spaces throughout the district, as well as at privately operated surface parking lots in close proximity. The Old Pasadena Management District is under contract with the City of Pasadena to manage the three City-owned garages in the district”.<sup>10</sup> Part of Old Pasadena’s Management District’s 2005 Budget:<sup>11</sup>

### **SUPPORT AND REVENUE**

Contract revenue, City	\$ 545,000
Assessment, property owners	679,645
Management Fees	113,304
Events Income	40,860
Other income	5,500

<b>TOTAL SUPPORT AND REVENUE</b>	<b>1,384,309</b>
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### **EXPENSES**

Program Services	
Maintenance	359,355
Security	441,076
Marketing and promotion	200,689
Parking	121,648
Total Program Services	1,122,768
Supporting Services	220,204

<b>TOTAL EXPENSES</b>	<b>1,342,972</b>
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**Old Pasadena Management District**  
33 East Union Street, Pasadena, CA  
91103  
626.356.9725 E-mail:  
[info@oldpasadena.org](mailto:info@oldpasadena.org)

### **Potential Flagstaff Parking**

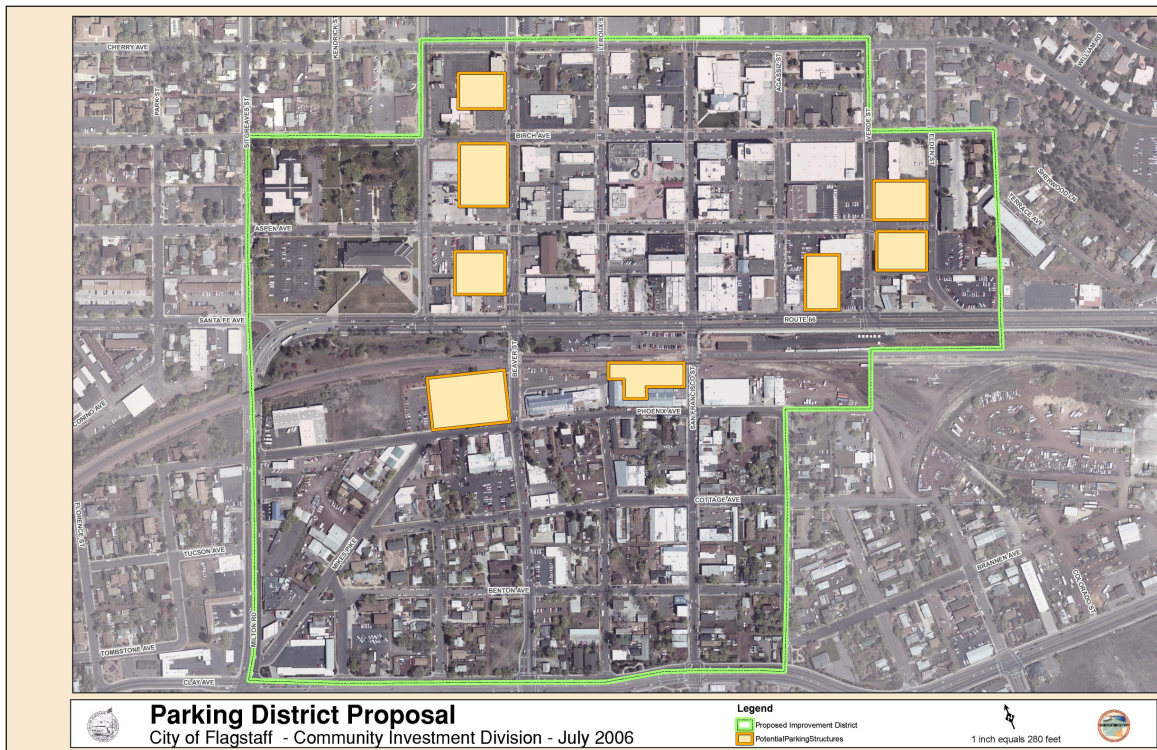
<sup>9</sup> <http://www.bouldercolorado.gov>

<sup>10</sup> <http://www.oldpasadena.org/info.asp>

<sup>11</sup> [http://www.oldpasadena.org/news/opm\\_fs06.pdf](http://www.oldpasadena.org/news/opm_fs06.pdf)



## Structure Locations



### **Garage Potential Funding Sources:**

- Developer – Private / Public partnership
- City voter approved funds
- City / County (if partner on project) contributions

## **Implementation Table**

<b>Goal # Time frame</b>	<b>Suggestion</b>	<b>Type</b>	<b>Responsible Party</b>	<b>Cost / Potential Revenue?</b>
<b>A1</b> <i>Fall '06</i>	Parking District Boundary established	City ordinance		
<b>A2</b> <i>Fall '06</i>	Educational Postcards	Outreach		
<i>Fall '06</i>	Individual businesses visits	Outreach		
<b>A3</b> <i>Win '06</i>	Contract parking map design & publication	Outreach		
<b>A4</b> <i>Spring '07</i>	Update street parking signs	Request to traffic		
<i>Spring '07</i>	Update public parking lot signage	Request to traffic		
<i>Spring '07</i>	Install (three) new directional signs	Request to traffic		
<b>A5</b> <i>Spring '07</i>	Three employee lots			
<i>Spring '07</i>	Juror spaces in lots			
<i>Spring '07</i>	Monthly permit incentive program			
<b>A6</b> <i>Summr '07</i>	Mountain Line / NAU 'after-hours' shuttle			
<i>Summr '07</i>	Employer bus pass program			
<i>Summr '07</i>	Employee lots 'safety shuttle'			
	Tourist Trolley			
	Mountain Bike Rickshaws			
<b>A7</b> <i>Fall '06</i>	Upgrade enforcement technology			
<i>Summr '07</i>	Hire additional parking enforcement official			
<i>Summr '07</i>	Tiered ticket prices			
<i>Fall '06</i>	Instant response dispatch #			
<i>Fall '06</i>	Title 9 change – cannot move within boundary	City ordinance		
<i>Spring '07</i>	County runs juror shuttle to employee lots			
<b>A8</b> <i>Spring '07</i>	One HC parking space per__			
<b>A9</b> <i>Spring '07</i>	Additional loading zones			
<b>A10</b> <i>Spring '07</i>	Additional bike racks			
<b>A11</b> <i>Spring '07</i>	Residential passes			
<b>B1</b> <i>Spring '07</i>	Parking Meters			
<b>B2</b>	Managed private lots			



<i>Fall 06-07</i>				
<b>B3</b> <i>Fall '06</i>	In-lieu of parking fees	Zoning Ordinance		
<b>B4</b> <i>Spring '07</i>	Multi-model transit center			
<b>C1</b> <i>Summr '09</i>	Parking Garage			
<b>C2</b> <i>Summr '09</i>	Pedestrian-only zone			

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